BUSINESS NOTE

# What the exile years taught a founder

Shane Parrish's Farnam Street post describes Geoffrey Cain's reconstruction of the decade Steve Jobs spent outside Apple, when NeXT lost money, co-founders left, and investors lost faith. Cain argues that somewhere in those failures, Jobs learned how to become the leader Apple would eventually need.

Sellers of books and printables can borrow the same structure for a guided journal that treats a stalled season as training rather than a verdict, with prompts that ask what a setback taught and what it changed. A workbook titled something like The Years in Between could pair each prompt with room to note one skill gained that month.

Source: Farnam Street, Steve Jobs in Exile
https://fs.blog/knowledge-project-podcast/geoffrey-cain/